

ORDER



Orders
Order / Rev: 713899
Alt Order #: 06316688
Product Desc: OBAMA FOR AMERICA
Estimate: 1781
Flight Dates: 09/18/12 - 10/01/12
Original Date / Rev: 09/14/12 / 09/14/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	46	\$95,700.00	\$81,345.00
09/24/12	09/30/12	53	\$99,800.00	\$84,830.00
10/01/12	10/07/12	11	\$20,500.00	\$17,425.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	99	\$195,500.00	\$166,175.00	0.00
October 2012	11	\$20,500.00	\$17,425.00	0.00
Totals	110	\$216,000.00	\$183,600.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/18/12	09/28/12	Price Is Right The Price is Right	CM	11a-12p	- TWTF - -	:30	2	\$850.00	P-2	0.00	NM	4	\$3,400.00
PRICE-RT 1-CBS/PRICE-RT 2-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$850.00		0.00			
Week:		09/24/12	09/30/12	- TWTF - -					2	\$850.00		0.00			
E 2	WUSA	09/18/12	09/28/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	- TWTF - -	:30	12	\$900.00	P-2	0.00	NM	24	\$21,600.00
VARIOUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					12	\$900.00		0.00			
Week:		09/24/12	09/30/12	- TWTF - -					12	\$900.00		0.00			
E 3	WUSA	09/18/12	09/28/12	3-4p The Doctors	CM	3-4p	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	8	\$4,000.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					4	\$500.00		0.00			
Week:		09/24/12	09/30/12	- TWTF - -					4	\$500.00		0.00			
E 4	WUSA	09/18/12	09/28/12	4-5p Dr. Phil	CM	4-5p	- TWTF - -	:30	4	\$750.00	P-2	0.00	NM	8	\$6,000.00
DR. PHIL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					4	\$750.00		0.00			
Week:		09/24/12	09/30/12	- TWTF - -					4	\$750.00		0.00			

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Advertiser: Obama/D/President
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WUSA	09/18/12	09/28/12	9 News @ 5p 9 News @ 5p	CM	5-6p	- TWTF - -	:30	4	\$700.00	P-2	0.00	NM	8	\$5,600.00
9NEWS NOW@5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$700.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	4		\$700.00		0.00						
E 6	WUSA	09/18/12	09/28/12	9 News @ 6p 9 News @ 6p	CM	6-630p	- TWTF - -	:30	4	\$900.00	P-2	0.00	NM	8	\$7,200.00
9NEWS NOW@6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$900.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	4		\$900.00		0.00						
E 7	WUSA	09/18/12	09/28/12	CBS This Morning CBS This Morning	CM	7-9a	- TWTF - -	:30	4	\$300.00	P-2	0.00	NM	8	\$2,400.00
CBS THS MRNG-2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$300.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	4		\$300.00		0.00						
E 8	WUSA	09/18/12	09/28/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	- TWTF - -	:30	4	\$1,800.00	P-2	0.00	NM	8	\$14,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$1,800.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	4		\$1,800.00		0.00						
E 9	WUSA	09/24/12	10/01/12	Mon Prime B 2 Broke Grls/Mike & Molly	CM	9-10P	M- - - - -	:30	1	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
TWO&HLF MN-CBS/MIKE&MOLLY-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	M- - - - -	1		\$12,000.00		0.00						
Week: 10/01/12		10/01/12	10/07/12	M- - - - -	1		\$12,000.00		0.00						
E 10	WUSA	09/20/12	09/27/12	Thu Prime C Per of Int/Elementary	CM	10-11P	- - - T - - -	:30	2	\$9,000.00	P-2	0.00	NM	3	\$27,000.00
COMMENTS APPLY TO SUB LINES A THRU B MENTALIST-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - T - - -	2		\$9,000.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- - - T - - -	1		\$9,000.00		0.00						
E 11	WUSA	09/20/12	09/27/12	Thu Prime A Big Bang/Two Half Men	CM	8-9P	- - - T - - -	:30	1	\$10,000.00	P-2	0.00	NM	2	\$20,000.00
BIG BANG-CBS/AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - T - - -	1		\$10,000.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- - - T - - -	1		\$10,000.00		0.00						
E 12	WUSA	09/18/12	09/25/12	Tue Prime A NCIS	CM	8-9P	- T - - - -	:30	2	\$14,000.00	P-2	0.00	NM	4	\$56,000.00
NCIS-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- T - - - -	2		\$14,000.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- T - - - -	2		\$14,000.00		0.00						
E 13	WUSA	09/24/12	10/01/12	Price Is Right The Price is Right	CM	11a-12p	M- - - - -	:30	1	\$850.00	P-2	0.00	NM	2	\$1,700.00
PRICE-RT 1-CBS/PRICE-RT 2-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	M- - - - -	1		\$850.00		0.00						
Week: 10/01/12		10/01/12	10/07/12	M- - - - -	1		\$850.00		0.00						
E 14	WUSA	09/24/12	10/01/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	M- - - - -	:30	3	\$900.00	P-2	0.00	NM	6	\$5,400.00
VARIOUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	M- - - - -	3		\$900.00		0.00						
Week: 10/01/12		10/01/12	10/07/12	M- - - - -	3		\$900.00		0.00						
E 15	WUSA	09/24/12	10/01/12		CM	3-4p	M- - - - -	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				3-4p The Doctors											
				DOCTORS<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -		1				\$500.00		0.00			
Week:		10/01/12	10/07/12	M- - - - -		1				\$500.00		0.00			
E 16	WUSA	09/24/12	10/01/12	4-5p Dr. Phil	CM	4-5p	M- - - - -	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
				DR. PHIL<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -		1				\$750.00		0.00			
Week:		10/01/12	10/07/12	M- - - - -		1				\$750.00		0.00			
E 17	WUSA	09/24/12	10/01/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M- - - - -	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
				9NEWS NOW@5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -		1				\$700.00		0.00			
Week:		10/01/12	10/07/12	M- - - - -		1				\$700.00		0.00			
E 18	WUSA	09/24/12	10/01/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M- - - - -	:30	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
				9NEWS NOW@6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -		1				\$900.00		0.00			
Week:		10/01/12	10/07/12	M- - - - -		1				\$900.00		0.00			
E 19	WUSA	09/24/12	10/01/12	CBS This Morning CBS This Morning	CM	7-9a	M- - - - -	:30	1	\$300.00	P-2	0.00	NM	2	\$600.00
				CBS THS MRNG-2<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -		1				\$300.00		0.00			
Week:		10/01/12	10/07/12	M- - - - -		1				\$300.00		0.00			
E 20	WUSA	09/24/12	10/01/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M- - - - -	:30	1	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
				ENT TONIGHT 30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M- - - - -		1				\$1,800.00		0.00			
Week:		10/01/12	10/07/12	M- - - - -		1				\$1,800.00		0.00			
E 21	WUSA	09/19/12	09/19/12	Wed Prime C Big Brother (Season Finale)	CM	930-11p	- - W- - - -	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - W- - - -		1				\$7,000.00		0.00			
E 22	WUSA	09/18/12	09/21/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	- TWTF- -	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF- -		2				\$200.00		0.00			
													Totals	110	\$216,000.00